

What is claimed is:

1 1. A method for use in a sales transaction, comprising:
2 determining a sale price based on a product description; and
3 selecting a product to be sold for the sale price,
4 wherein the sale price of the selected product is a first price if the product
5 description is a first product description and a second price if the product description is a
6 second product description.

1 2. A method according to Claim 1, further comprising receiving the product
2 description from a customer.

1 3. A method according to Claim 1, wherein the step of determining the sale price
2 comprises:
3 identifying a plurality of products conforming to the product description; and
4 determining the sale price based on respective sale prices of the plurality of
5 products.

1 4. A method according to Claim 1, wherein the step of determining the sale price
2 comprises:
3 determining a measure of flexibility based on the product description; and
4 determining the sale price based on the measure of flexibility.

1 5. A method according to Claim 4, wherein the step of determining the measure
2 of flexibility comprises:
3 determining a number of flexibility points for each condition value in the product
4 description; and
5 summing the determined flexibility points.

1 6. A method according to Claim 5, wherein the number of flexibility points
2 determined for a condition value is determined based on retailer data.

1 7. A method according to Claim 1, wherein the step of determining the sale price
2 comprises:

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3 calculating a discount amount based on the product description; and
4 determining the sale price based on the discount amount.

1 8. A method according to Claim 7, wherein the step of calculating the discount
2 amount comprises:
3 determining a discount amount for each condition value in the product
4 description; and
5 summing the determined discount amounts.

1 9. A method according to Claim 8, wherein the discount amount determined for a
2 condition value is based on retailer data.

1 10. A method according to Claim 7, wherein the discount amount is a percentage
2 discount.

1 11. A method according to Claim 7, wherein the discount amount is an amount of
2 currency.

1 12. A method according to Claim 7, wherein the step of determining the sale
2 price further comprises:
3 applying the discount amount to an average retail price.

1 13. A method according to Claim 1, wherein the product description includes
2 condition values ranked in order of customer preference.

1 14. A method according to Claim 1, wherein the step of determining a sale price
2 is based on a customer transaction history.

1 15. A method according to Claim 1, wherein the step of determining a sale price
2 is based on a customer activity.

1 16. A method according to Claim 1, wherein the step of determining a sale price
2 comprises:

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3 identifying, based on the product description, a rule from a plurality of rules
4 associating sale prices with product descriptions; and
5 determining a sale price based on the identified rule.

1 17. A method for use in a sales transaction, comprising:
2 determining a sale price based on a product description; and
3 transmitting the sale price to a customer,
4 wherein the customer is not guaranteed what specific product will be purchased
5 before an agreement to purchase a product for the sale price is received from the
6 customer.

1 18. A method according to Claim 17, wherein the specific product conforms to
2 the product description.

1 19. A method according to Claim 17, further comprising receiving the product
2 description from the customer.

1 20. A method according to Claim 19, further comprising:
2 receiving a plurality of product descriptions; and
3 ordering products based on the plurality of product descriptions.

21. A method according to Claim 20, wherein the products are ordered based only on the received product descriptions which result in a sale.

22. A method according to Claim 17, further comprising transmitting information identifying a plurality of products conforming to the product description before the agreement to purchase a product for the sale price is received from the customer.

23. A method according to Claim 17, further comprising:
transmitting a redemption identifier to the customer.

24. A method according to Claim 23, further comprising:
receiving the redemption identifier from the customer; and

3 selecting a specific product to sell to the customer based on the redemption
4 identifier.

1 25. A method for use in a sales transaction, comprising:
2 determining a sale price based on a product description;
3 receiving from a customer an agreement to purchase a product for the sale price;
4 and
5 after the receiving step, selecting a particular product to be sold to the customer
6 from among a plurality of different products conforming to the product description.

1 26. A method according to Claim 25, wherein the agreement is an
2 agreement to purchase any product conforming to the product description.

1 27. A method comprising:
2 receiving a product description from a customer, the product description including
3 condition values describing a product desired by a customer;
4 determining a sale price based on the received product description;
5 transmitting the sale price to the customer;
6 receiving from the customer an agreement to purchase a product conforming to
7 the product description for the sale price;
8 selecting a specific product conforming to the product description; and
9 transmitting redemption information to the customer, the redemption information
10 identifying the specific product,
11 wherein the customer is not guaranteed what specific product will be
12 purchased before the agreement is received.

1 28. A method for selling an airline ticket, comprising:
2 receiving a description of a desired air travel itinerary;
3 determining a sale price based on the description;
4 receiving an agreement from a customer to purchase an airline ticket for the sale
5 price; and
6 after receiving the agreement, selecting a flight on which the airline ticket
7 will allow the customer to travel.

1 29. Computer-executable process steps stored on a computer-readable medium,
2 the process steps comprising:
3 a determining step to determine a sale price based on a product description; and
4 a selecting step to select a product to be sold for the sale price,
5 wherein the sale price of the selected product is a first price if the product
6 description is a first product description and a second price if the product description is a
7 second product description.

1 30. Computer-executable process steps stored on a computer-readable medium,
2 the process steps comprising:
3 a determining step to determine a sale price based on a product description; and
4 a transmitting step to transmit the sale price to a customer,
5 wherein the customer is not guaranteed what specific product will be purchased
6 before an agreement to purchase a product for the sale price is received from the
7 customer.

1 31. Computer-executable process steps stored on a computer-readable medium,
2 the process steps comprising:
3 a determining step to determine a sale price based on a product description;
4 a receiving step to receive from a customer an agreement to purchase a product for
5 the sale price; and
6 after the receiving step, a selecting step to select a particular product to be sold to
7 the customer from among a plurality of different products conforming to the product
8 description.

1 32. Computer-executable process steps stored on a computer-readable medium,
2 the process steps comprising:
3 a receiving step to receive a product description from a customer, the product
4 description including condition values describing a product desired by a customer;
5 a determining step to determine a sale price based on the received product
6 description;
7 a transmitting step to transmit the sale price to the customer;
8 a receiving step to receive from the customer an agreement to purchase a product
9 conforming to the product description for the sale price;

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10 a selecting step to select a specific product conforming to the product description;
11 and
12 a transmitting step to transmit redemption information to the customer, the
13 redemption information identifying the specific product,
14 wherein the customer is not guaranteed what specific product will be
15 purchased before the agreement is received.

1 33. Computer-executable process steps stored on a computer-readable medium,
2 the process steps comprising:

3 a receiving step to receive a description of a desired air travel itinerary;
4 a determining step to determine a sale price based on the description;
5 a receiving step to receive an agreement from a customer to purchase an airline
6 ticket for the sale price; and

7 after receiving the agreement, a selecting step to select a flight on which
8 the airline ticket will allow the customer to travel.

1 34. Computer-executable process steps encoded in a computer-readable signal,
2 the process steps comprising:

3 a determining step to determine a sale price based on a product description; and
4 a selecting step to select a product to be sold for the sale price,

5 wherein the sale price of the selected product is a first price if the product
6 description is a first product description and a second price if the product description is a
7 second product description.

1 35. Computer-executable process steps encoded in a computer-readable signal,
2 the process steps comprising:

3 a determining step to determine a sale price based on a product description; and
4 a transmitting step to transmit the sale price to a customer,

5 wherein the customer is not guaranteed what specific product will be purchased
6 before an agreement to purchase a product for the sale price is received from the
7 customer.

1 36. Computer-executable process steps encoded in a computer-readable signal,
2 the process steps comprising:

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3 a determining step to determine a sale price based on a product description;
4 a receiving step to receive from a customer an agreement to purchase a product for
5 the sale price; and
6 after the receiving step, a selecting step to select a particular product to be sold to
7 the customer from among a plurality of different products conforming to the product
8 description.

1 37. Computer-executable process steps encoded in a computer-readable signal,
2 the process steps comprising:

3 a receiving step to receive a product description from a customer, the product
4 description including condition values describing a product desired by a customer;
5 a determining step to determine a sale price based on the received product
6 description;
7 a transmitting step to transmit the sale price to the customer;
8 a receiving step to receive from the customer an agreement to purchase a product
9 conforming to the product description for the sale price;
10 a selecting step to select a specific product conforming to the product description;
11 and
12 a transmitting step to transmit redemption information to the customer, the
13 redemption information identifying the specific product,
14 wherein the customer is not guaranteed what specific product will be
15 purchased before the agreement is received.

1 38. Computer-executable process steps encoded in a computer-readable signal,
2 the process steps comprising:

3 a receiving step to receive a description of a desired air travel itinerary;
4 a determining step to determine a sale price based on the description;
5 a receiving step to receive an agreement from a customer to purchase an airline
6 ticket for the sale price; and
7 after receiving the agreement, a selecting step to select a flight on which
8 the airline ticket will allow the customer to travel.

1 39. An apparatus comprising:

2 a processor; and

3 a memory in communication with the processor and storing processor-executable
4 process steps;

5 wherein the processor is operative with the processor-executable process steps
6 stored in the memory to:

7 i) receive a product description from a customer, the product description
8 including condition values describing a product desired by a customer;

9 ii) determine a sale price based on the received product description;

10 iii) transmit the sale price to the customer;

11 iv) receive from the customer an agreement to purchase a product
12 conforming to the product description for the sale price;

13 v) select a specific product conforming to the product description; and

14 vi) transmit redemption information to the customer, the
15 redemption information identifying the specific product, wherein the customer is not
16 guaranteed what specific product will be purchased before the agreement is received.

1 40. An apparatus comprising:

2 a processor; and

3 a memory in communication with the processor and storing processor-executable
4 process steps;

5 wherein the processor is operative with the processor-executable process steps
6 stored in the memory to:

7 i) receive a description of a desired air travel itinerary;

8 ii) determine a sale price based on the description;

9 iii) a receiving step to receive an agreement from a customer to purchase
10 an airline ticket for the sale price; and

11 iv) after receiving the agreement, a selecting step to select a flight on
12 which the airline ticket will allow the customer to travel.

1 41. An apparatus comprising:

2 means for establishing a sale price based on a product description; and

3 means for identifying a product to be sold for the sale price,

4 wherein the sale price of the selected product is a first price if the product
5 description is a first product description and a second price if the product description is a
6 second product description.

1 42. An apparatus comprising:
2 means for establishing a sale price based on a product description; and
3 means for delivering the sale price to a customer,
4 wherein the customer is not guaranteed what specific product will be purchased
5 before an agreement to purchase a product for the sale price is received from the
6 customer.

1 43. An apparatus comprising:
2 means for establishing a sale price based on a product description;
3 means for obtaining from a customer an agreement to purchase a product for the
4 sale price; and
5 means for identifying a particular product to be sold to the customer from among a
6 plurality of different products conforming to the product description after obtaining the
7 agreement.

1 44. An apparatus comprising:
2 means for obtaining a product description from a customer, the product
3 description including condition values describing a product desired by a customer;
4 means for establishing a sale price based on the received product description;
5 means for delivering the sale price to the customer;
6 means for obtaining from the customer an agreement to purchase a product
7 conforming to the product description for the sale price;
8 means for identifying a specific product conforming to the product description;
9 and
10 means for delivering redemption information to the customer, the redemption
11 information identifying the specific product,
12 wherein the customer is not guaranteed what specific product will be
13 purchased before the agreement is received.

1 45. An apparatus comprising:
2 means for obtaining a description of a desired air travel itinerary;
3 means for establishing a sale price based on the description;

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- 4 means for obtaining an agreement from a customer to purchase an airline ticket
- 5 for the sale price; and
- 6 means for identifying a flight on which the airline ticket will allow the
- 7 customer to travel after obtaining the agreement.

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